



BMGT289A

Professor Le-Marie Thompson

Thomas Maloney

College Park Scholars – Science & Global Change Program

Fire Protection Engineering

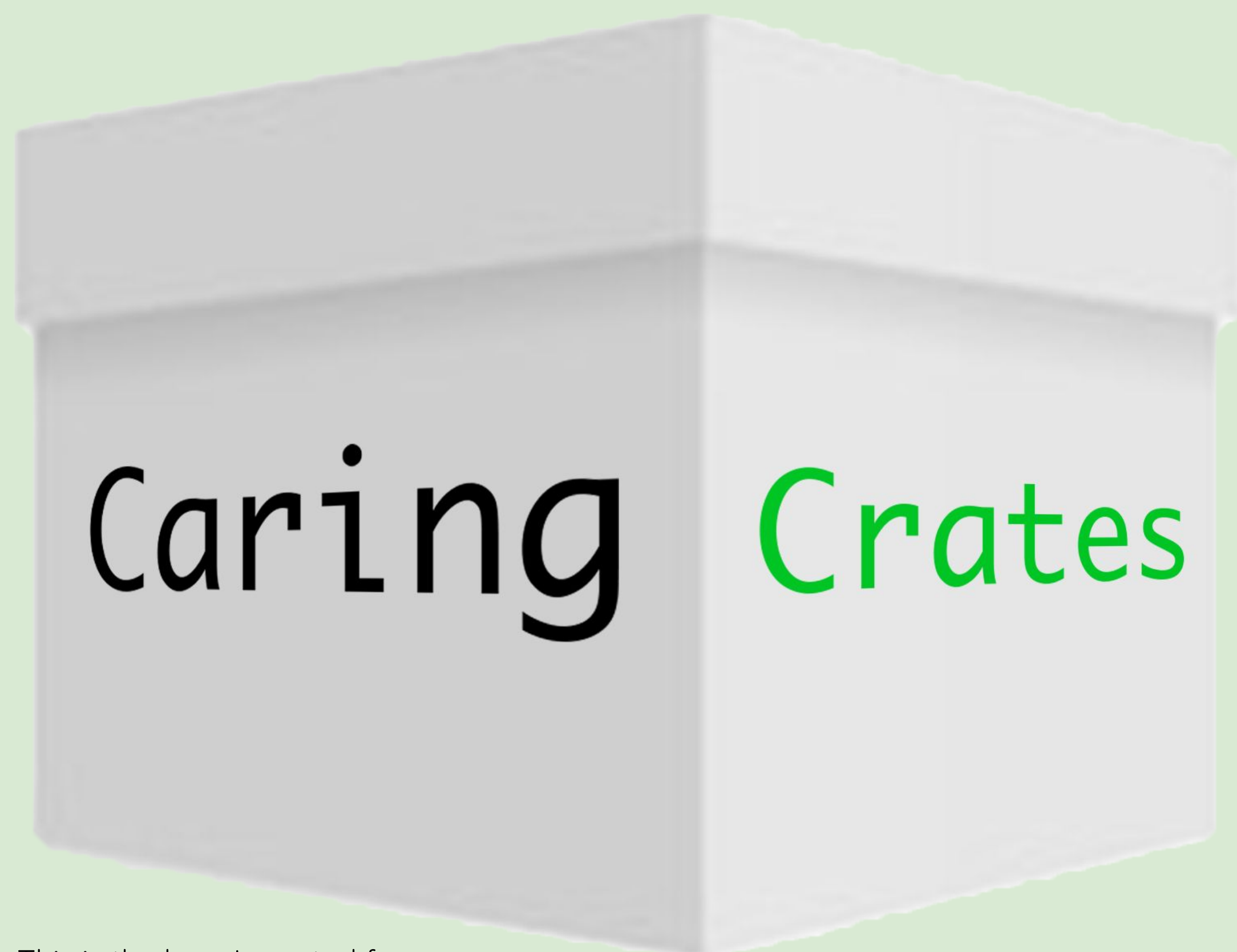
tmaloney@umd.edu

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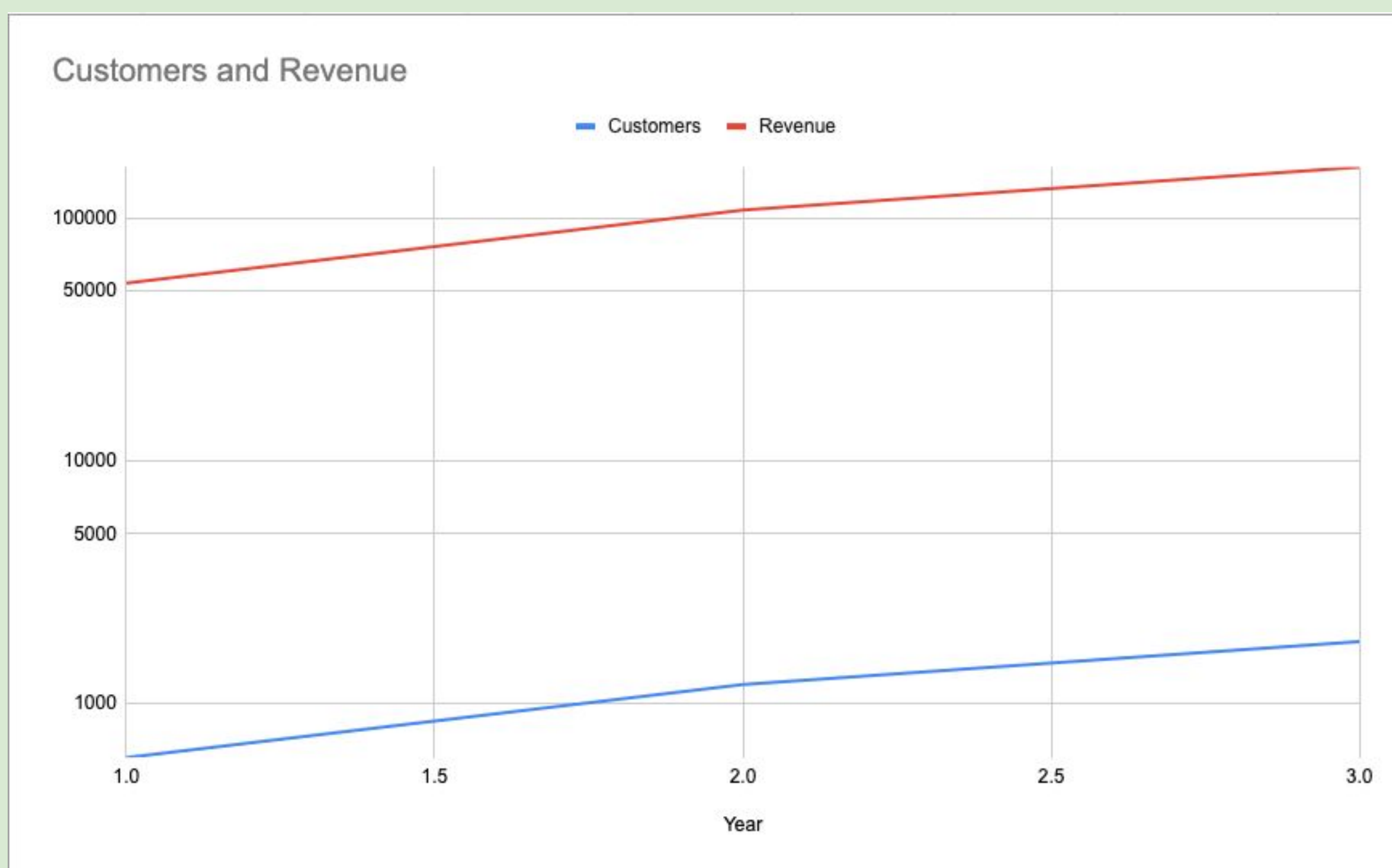


Introduction

For my practicum, I took BMGT289A, class about designing a social enterprise, a business that uses its profits to solve a social problem. My group's enterprise is called Caring Crates.



This is the logo I created for our company.



This is a graph of our projected customer and revenue growth. We expect them to grow proportionally, assuming that our expenses and price per meal remain constant.

Issues Confronting Site:

Our business's main challenges are a higher cost per serving than our competitors, because for each box we sell we must produce two, little to no brand recognition compared to the industry giants Blue Apron and Hello Fresh, limited meal selection compared to our competitors because we cannot yet afford a wide selection of ingredients.

Activities:

In this class, I worked with a team to design a social enterprise tasked with creating a solution to food insecurity. This involved:

- quantifying and qualifying the problem of food insecurity and choosing a specific, reachable target demographic
- evaluating the current market and creating a specific plan for action
- creating a financial plan to project the future of our enterprise including items like marketing, materials, delivery, etc.
- assessing our strengths and weaknesses as a business and working through potential challenges we may face

Impact:

The goal of Caring Crates is to provide healthy and affordable meals to everyone and provide free, healthy meal kits to low income households in the Gaithersburg area to alleviate food insecurity.

We will sell meal kits to wealthier towns like Rockville, and using the one for one business model, we will give a meal kit to a family in need for every one that we sell.



Discussion:

This project has taught me about how I can take action to work to enact change and make the world a better place. While my group's specific focus was on meal kits and feeding the hungry, the idea and process of starting a social enterprise can be applied to any social issue.

Future Work:

At the end of the semester we will present our plan and business model to Professor Thompson. She is very connected in the world of social entrepreneurship, and if she feels that our outline is sufficient, and if we as a group decide to continue to pursue social change, Professor Thompson can put us in contact with potential investors to turn our project into a reality.

Acknowledgments:

I would like to thank Professor Le-Marie Thompson for helping us through every stage of this project. I would also like to thank Drs. Holtz & Merck for all the work they've done running the SGC Program.

